

Bike Education and Encouragement Meeting

Post meeting notes

8/4/2011

Attendance:

Scott Render- Metro IT
Katie McBride
David Morse
Jasmine Weatherby- Congressman Yarmuth
Robert Biven- LMPD
Geoffrey Hobin TARC
Ben Botkins- Parkside Bike Boutique
Rolf Eisinger- Metro Public Works
Brenda Chuleewah- Bike Texas
KC Jones- Bike Texas



Next meeting: September 1st 11:30-12:30pm

This meeting we are bring the education, encouragement and Enforcement teams together to work on the below programs.

Our Fall Bike to Work Day is just around the corner so we would like to finalize our plans. We will also provide a brief update regarding the Paula Nye funded sharing the road video we hope to have playing at all the KY traffic schools.

Recently completed programs

1. LMPD Bicycle Patrol and Youth Bicycle Safety Program:
Funding \$7,300
2. Pull Up Banner for motorists- DMV Rules of the Road Material
Funding \$1,800
3. Close Call Form: New "Close Call" reporting system that allows pedestrians, motorists and bicyclists to notify authorities about near-misses with other bicyclists and motorists who are not sharing the road. People have submitted 22 forms so far.

Notes about Bike to Work Day

Fall Bike to Work Day, Friday September 16th

- We just found out the Mayor will be out of town on September 16th but he is free on September 23rd. What do you all think about hosting our fall Bike to Work Day event on Friday September 23rd?
- We will go through and analyze last year's data to determine the best way to promote the event.
- Meet and Rides at the Parks seem to work well but it was also brought up about meeting at a coffee shop.

- We need to continue to reach new commuters and not just the people who already commute.
- Promote Free Parking downtown if you ride your bike. Add bike parking signs next to bike racks.
- Create a one page Q&A about bike commuting for bike shops to hand out.
- Create Bike to Work Day flyers to hand out at HB&P event.

Bike to Work Day Next steps/ideas

Commuter challenge (greenlightride.com or mycyclinglog) **David is checking on this**

New Bike to Work Day Logo for media- **we will draft something up**

How to promote our event- **will depend on past years data**

Leo

Public Radio

Defender news paper

La Caliente ads

Posters / business cards

Kirk's lunch and learns

Partner with other charity bike rides

Press Conferences (Hike Bike and Paddle)

Registration page- **Scott can update and publish**

Funding Source? \$2,000- **We are still looking for a funding source. We might have some funding from the Health Dept.**

Meet and rides ride locations- **think about adding coffee shops**

4th street live, Seneca, Iroquois, Shawnee, Indiana

Captains

Set up volunteers

How to continue the momentum- **maybe we start to promote during the Hike Bike and Paddle event with Friday casual rides starting September 9 and the 16.**

Casual meet and rides

Giveaways? I have some stuff left over from the spring

Please let me know if I missed any of the ideas shared at the meeting.

Next meeting: September 1st 11:30-12:30pm same location for consistency (The Bodega on Market St.)